



Fabulous Fox Theatre adding rooftop bars, Moroccan-style lounge

Will be the most sizable expansion since legendary showplace opened in 1929, officials say

BY JOSH GREEN · SEP 30, 2016, 12:33P



Photos: Jonathan Phillips, Curbed Atlanta

The Fox Theatre is gearing up for its most significant expansion since the famed showplace opened in 1929, a project that will perch two rooftop bars over Peachtree Street in Midtown.

The Fox's former jazz club — a 10,000-square-foot space at the northwest corner of the building — will be converted into a premium guest lounge with Moroccan-style architecture reflective of the existing theater, officials announced this week.

The new space is scheduled to open in fall 2017.

Access to the lounge will be membership-based, or general-admission ticket holders can upgrade to this VIP treatment. The lounge will offer "enhanced food and beverage service," private restrooms, a concierge, and two rooftop bars. It'll be open before and after events, and during intermissions.

For anyone who cries, "Sacrilege!" at news of any structural alterations to the Fox, the theater's vice president and COO, Adina Erwin, offered this in a press release:

"This is an undertaking we have not taken lightly ... We found a great partnership with Lord Aeck Sargent, a local architectural firm specializing in conservation and preservation of historic venues. We are taking every precaution to keep adjustments minimal and have every confidence that their vision and experience will allow us to create an innovative space that is loyal to the legacy of the Fox Theatre."

Details on rates and the actual name of the lounge are still being finalized, officials said.



A rendering of the Fox Theatre's new rooftop, part of its Marquee Club, set to open in fall 2017. CONTRIBUTED

A sneak peek at Fox's expansion

Club features Moroccan styling, rooftop bar.

By Fiza Pirani
fpirani@ajc.com

Imagine sipping a hand-crafted cocktail with the iconic Fox marquee glimmering behind you as you overlook the hustle and bustle of Atlanta's Peachtree Street. Come fall 2017, it won't just be a dream.

The Fabulous Fox Theatre's renovation of a 10,000-square-foot event space into the new Marquee Club lounge and rooftop marks its most significant expansion and its biggest financial undertaking since the popular theater opened in 1929.

Patrons will have access to the club's five bars: one on the main level of the club, one on the mezzanine level and three on the rooftop.

With a server-to-guest ratio of 10-to-one, line-busting technology and intermission pre-ordering, members will be able to enjoy their shows with ease.

The club will also offer hors d'oeuvres, self-serve desserts and coffee.

Additional amenities include private restrooms, coat check and a dedicated lobby elevator for club patrons.

The intricate Moorish grillwork



This is a rendering of the mezzanine level of Fox Theatre's Marquee Club, set to open in fall 2017.

and color palette of muted gold and earth tones throughout the club were chosen with the historic building in mind, Adina Erwin, Fox Theatre's vice president and chief operating officer, told The Atlanta Journal-Constitution. "The Fox was our muse," she said.

A hint of blue brings in the element of the sky and the Fox star can be found on both the carpeting and on the club's main level ceiling.

The rooftop will feature covered, partially covered and fully uncovered areas with bars in each, not only to offer patrons a few more options but also to allow year-round access to the

premium space.

According to Alan C. Vella, president and chief executive officer of the theater, the idea for the new lounge originated from focus groups' desire for premium amenities for Atlanta's Broadway presenter and the rising competition from venues like the Cobb Energy Performing Arts Centre, Braves' SunTrust Park and the Falcons' Mercedes-Benz stadium, which all offer premium spaces and opportunities for their patrons.

Memberships for the Fox Theatre's Marquee Lounge, Vella said, will be available as annual, corporate, individual and show-specific packages, but prices have not been released.

Fox Theatre's swanky 'Marquee Club' memberships will start at \$2,500

Midtown institution's 10,000-square-foot expansion on target to open in fall

BY JOSH GREEN | @JOSHGREEN1234 | JAN 10, 2017, 12:48PM EST

TWEET SHARE PIN REC



Southward views from the Fox's under-construction rooftop terrace. | Renderings: Fox Theatre

The Fox Theatre's largest expansion in nearly a century will add an exclusive, personalized facet to the Midtown institution — and now they have the prices to prove it.

In a press release today announcing a seven-year partnership with (fittingly) Lexus, official said the theatre's membership-based Marquee Club is scheduled to debut this fall with three levels of refined leisure space.

But enjoying the club's concierge services, private restrooms, and enhanced food and beverage options (think: passed and displayed *hors d'oeuvres* and bars that'll have your pre-ordered drink waiting on you at intermission) won't be for the light of wallet: Non-corporate memberships to the Marquee Club will *start* at \$2,500 per year, while corporate ones begin at \$10,000.



Two of five Marquee Club bars.

Non-member, per-event admission will be available on a limited basis at rates “comparable to event ticket prices and based on availability,” officials said. It wasn't clear if the cost of drinks will be included in membership fees.

The expansion — “The Marquee Club presented by Lexus,” that is — will feature 10,000 square feet of Moroccan-inspired space and three rooftop spaces. It'll be open before and after events, and during intermission.



Inside one Moroccan-themed lounge.

Announced in September, the club will draw from the Moorish design of the theater and feature intricate carved panels, plush fabrics, and jewel-toned hues. The five bars will be spread throughout the three-level space, with one bar at street level, one on the mezzanine, and three on the rooftop.

The setup will provide public access to the Peachtree Street terrace for the first time in 50 years — and another elevated, outdoor carousing option for Midtown.

Can't have too many of those.

Fox Theatre's lounge, rooftop bars delayed

Grand openings are now slated for spring.

By Fiza Pirani

fiza.pirani@ajc.com

Imagine sipping a hand-crafted cocktail with the iconic Fox marquee glimmering behind you as you overlook the hustle and bustle of Atlanta's Peachtree Street.

The Fabulous Fox Theatre's renovation of a 10,000-square-

foot event space into the new Marquee Club lounge and rooftop marks its most significant expansion and its biggest financial undertaking since the popular theater opened in 1929.

The club was slated to open in fall 2017, but, due to construction delays, it will not be completed until early 2018, according to a news release late last week. Memberships are available now

continued from D1

for the Marquee Club (404-881-2127).

“The Fox Theatre is 88 years old, so we anticipated numerous challenges would present themselves once we began construction. However, this complex project has forced us to modify our timeline due to existing conditions which impacted our schedule,” Alan C. Vella, president and chief executive officer of the theater, said in the news release. “We are presently working with the design and construction teams to develop a revised schedule so we can announce a firm grand opening date in the near future. For our current club members, we are in the process of contacting them to offer exclusive preview experiences in the months prior to the club’s grand opening.”

Patrons will have access to the club’s five bars: one on the main level of the club, one on the mezzanine level and three on the rooftop.

With a guest-to-server ratio of 10-to-1, line-busting technology and intermission pre-ordering, members will be able to enjoy their shows with ease.

The club will also offer hors d’oeuvres, self-serve desserts and coffee.

Additional amenities include private restrooms, coat check and a dedicated

lobby elevator for club patrons.

The intricate Moorish grillwork and color palette of muted gold and earth tones throughout the club were chosen with the historic building in mind, Adina Erwin, Fox Theatre’s vice president and chief operating officer, told The Atlanta Journal-Constitution. “The Fox was our muse,” she said.

A hint of blue brings in the element of the sky and the Fox star can be found on both the carpeting and on the club’s main level ceiling.

The rooftop will feature covered, partially covered and fully uncovered areas with bars in each, not only to offer patrons a few more options but also to allow year-round access to the premium space.

According to Vella, the idea for the new lounge originated from focus groups’ desire for premium amenities for Atlanta’s Broadway presenter and the rising competition from venues like the Cobb Energy Performing Arts Centre, Braves’ SunTrust Park and the Falcons’ Mercedes-Benz stadium, which all offer premium spaces and opportunities for their patrons.

In a Jan. 10 press release, the theatre announced a seven-year agreement establishing longtime Fox Theatre partner Lexus as the exclusive presenting partner of its Marquee Club.

“The new Marquee Club

will provide exclusive, personalized service at another level, much like Lexus does for our customers,” said Jason Cropper, General Manager of Lexus Southern Area. “It’s a natural fit for the Lexus brand to be more engaged with patrons of the Fox and this fantastic new space.”

Memberships for the Fox Theatre’s Marquee Club will be available as annual corporate and individual and show-specific packages.

Annual corporate memberships start at \$12,000 and non-corporate memberships at \$3,000.

Memberships for Broadway Across America subscribers are listed at \$500 for the 2017-2018 season. With the club opening delayed to 2018, Vella said the team is planning to offer exclusive preview experiences before the grand opening.

Memberships may vary annually depending on the number of shows each season.

Not planning on signing up for any of the memberships mentioned above? No worries. According to the Fox, there will also be limited nonmember per-event admission tickets comparable to event ticket prices and those will be based on availability.

For more information, visit foxtheatre.org/marqueeclub or call Fox Theatre’s Premium Seating Office at 404-881-2127.

ATLANTA ARCHITECTURE

DOWNTOWN

NEWS

Photos: The Fox Theatre's swanky 'Marquee Club' is unveiled

The \$10 million private club will boast five bars and perks for members, plus rooftop access for the first time in decades

By **Sean Richard Keenan** | [@ThatSeanKeenan](#) | May 10, 2018, 10:15am EDT

On Wednesday, Atlanta's fabled [Fox Theatre](#) unveiled its swanky [new venue](#), the Marquee Club, during a private party.

Replacing a jazz club that closed in 2016, the \$10 million project on Midtown's Peachtree Street offers some 10,000 square feet of lounge space to club members and the Fox's ticket-buyers.

The new Moroccan-style digs, designed by architecture firm Lord Aeck Sargent, offer five full-service bars, rooftop patio space, and handmade furniture from wall to wall.

The renovation is the most extreme change the Fox has seen since it opened in 1929.

The Marquee Club will be open only during theater events, and members will be able to order drinks to be ready during a show's intermission. (An individual membership will run you \$2,500, and corporate accounts cost \$10,000, although one-time admissions will be available during some events).

Food will be free for club members, but the liquor will cost 'em. And Marquee members will enjoy other perks, such as advanced notice when tickets go on sale.

The club will officially open May 17, although the first time the Marquee will welcome non-members will be May 19, during a Chris Thile show.

Have a look around:

Fox Theatre lifts curtain on biggest expansion ever

| **Published** May 14, 2018 5:06pm EDT | Entertainment | FOX 5 Atlanta | 

ATLANTA - Atlanta's historic Fox Theatre is giving us a look inside its newest addition.

It's called the Marquee Club Presented by Lexus.

The addition, a 10,000-square-foot event place, is located in the northwest corner of the Fox Theatre's building.

The club occupies three levels and includes a rooftop terrace overlooking Peachtree Street.

It will be open mainly before and during Fox Theatre shows and will be accessible to guests with a membership or ticket upgrade.

The total cost of the project? \$10 million.

President and CEO of the Fox Theatre Allan C. Vella said that it was the kind of project you couldn't do halfway.

"Or architects Lord Aeck Sargent used the theater itself as an inspiration for this club," Vella said. "You can't mimic the theater, but you can do something to compliment it, and I think that's what we came up with."

The grand opening celebration will be Thursday, May 17.

It's the largest single expansion project in Fox Theatre history.

NEWS

Virtual tour: Fox Theatre's swanky \$10M Marquee Club rooftop and lounge



By Fiza Pirani

June 11, 2018

The **Fox Theatre's** highly anticipated **Marquee Club**, complete with multiple bars, Moroccan-style lounges and rooftop views of Atlanta's iconic Peachtree Street, opened its doors to the public in May.

A ceremonial grand opening for inaugural members was held on Thursday May 17, and non-member access launched Saturday May 19.

The \$10 million **10,000-square-foot event space** renovation marks its most significant expansion and its biggest financial undertaking since the popular theater opened in 1929.

Originally slated for a fall 2017 completion, the construction and design work of the 89-year-old historic Atlanta structure's northwest corner was later completed by the end of April, Adina Erwin, Fox Theatre's vice president and chief operating officer, told The Atlanta Journal-Constitution.

"There were areas of the nearly 90-year-old building we tried to explore that had never been touched," Erwin said. "And of course, if you peel back layers, you're bound to run into some surprises."

Patrons will have access to the club's five bars: one on the main level of the club, one on the mezzanine level and three on the rooftop.

With a guest-to-server ratio of 10-to-one, line-busting technology and intermission preordering, members will be able to enjoy their shows with ease. The club will also offer hors d'oeuvres, self-serve desserts and coffee.

The rooftop overlooking Peachtree Street with the sparkling Fox marquee in the background will feature covered, partially covered and fully uncovered areas with bars in each, not only to offer patrons a few more options but also to allow year-round access to the premium space.

Additional amenities include private restrooms, coat check and a dedicated lobby elevator for club patrons.

The intricate Moorish grillwork, plush fabrics and color palette of muted gold and earth tones throughout the club were chosen with the historic building in mind. A hint of blue brings in the element of the sky and the Fox star can be found on both the carpeting and on the club's main level ceiling.

"For the Marquee Club, we had to think 'outside the box' to create a premium VIP experience within the 'box' of historic preservation, Erwin said. "The Fox was our muse."

According to Allan C. Vella, president and chief executive officer of the theater, the idea for the new club originated from focus groups' desire for premium amenities for Atlanta's Broadway presenter and the rising competition from venues such as the **Cobb Energy Performing Arts Centre**, **Braves' SunTrust Park** and the **Falcons' Mercedes-Benz stadium**, all of which offer premium spaces and experiences for their patrons.

"With the assistance of dedicated partners, such as Lexus and Regions Bank, we are able to introduce the Marquee Club to our patrons, who have long asked for the Fox Theatre to offer more amenities, more food and beverage offerings and a heightened 'Fox Theatre experience,'" Vella said in a company news release Tuesday. "This is our largest revitalization effort to date and a huge undertaking for our staff, as we took great care to select a team of historic preservation experts, luxury designers and artisans to ensure the Marquee Club will stand as an equal to the Fox Theatre for decades and generations to come."

Memberships

Club members will have year-round access to the new premium event space following the May 17 grand opening, in association with ticketed events at the Fox Theatre. These memberships offer access to shows before the general public, self-parking access to an adjacent lot (select memberships) and help alleviate long waits for food and beverages. Members also receive a number of club access passes for ticketed guests, as well as an allowance for membership transfers.

Memberships for the Fox Theatre's Marquee Club are available as annual corporate and individual and show-specific packages on the **Fox Theatre website**.

Annual corporate memberships start at \$12,000 and non-corporate memberships at \$2,700.

Memberships for Fifth Third Bank Broadway in Atlanta subscribers are listed at \$600 for the 2018-2019 season.

Memberships may vary annually depending on the number of shows each season.

Limited first come, first serve access passes for ticketed guests attending select events were made available to purchase starting April 16 via the Fox Theatre website.

All guests

Guests may enter the club before and after events, as well as during intermission, when guests will have access to preordered drinks, dessert and coffee. Additional amenities will include priority presale ticketing notifications, private restrooms, dedicated lobby elevator and concierge guest services.

For more information, visit foxtheatre.org/marqueeclub or call Fox Theatre's Premium Seating Office at 404-881-2127.

Fox Theatre - Atlanta

Photo Credits

Courtesy of the Fox Theatre

Year

2018

Awards

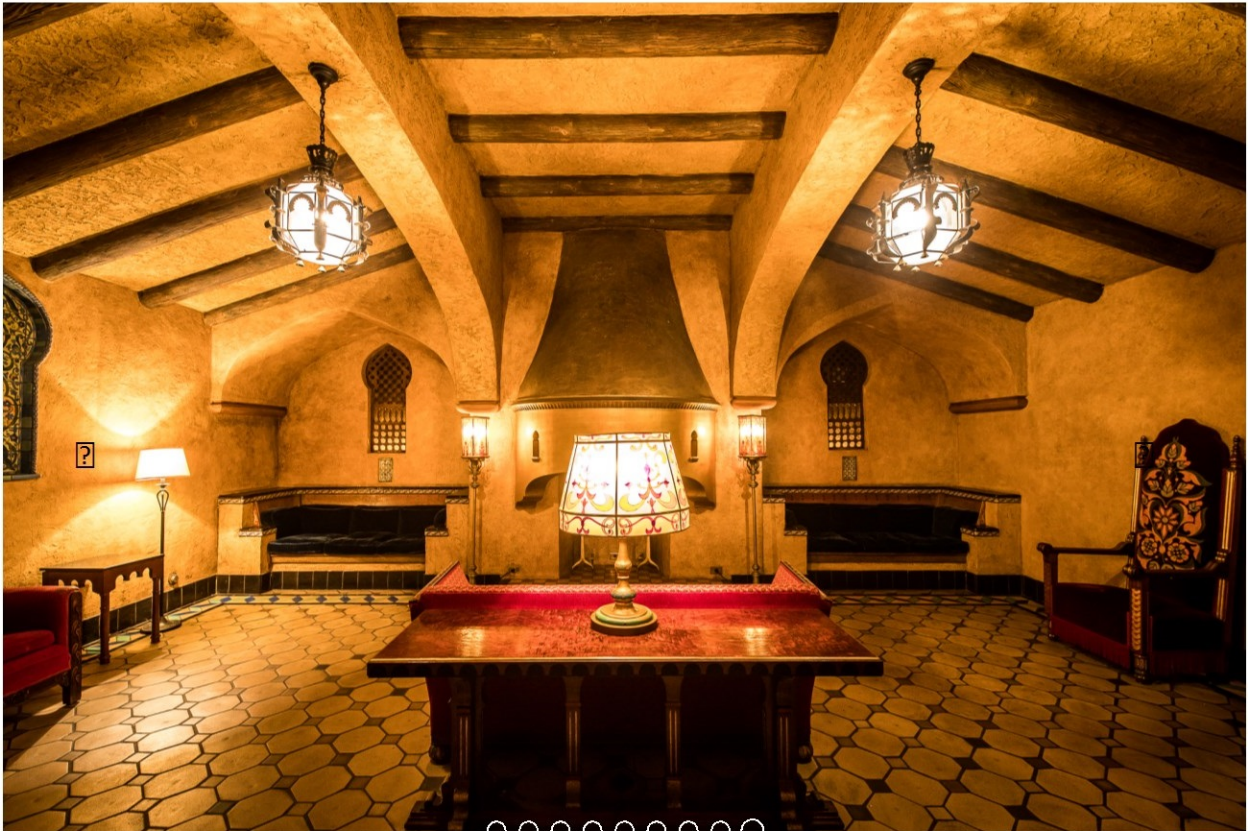
2018 Overall Building Architecture

Category Entered

Overall Building Architecture

SPOTLIGHT AWARDS (/SPOTLIGHT-AWARDS)

Fox Theatre Atlanta

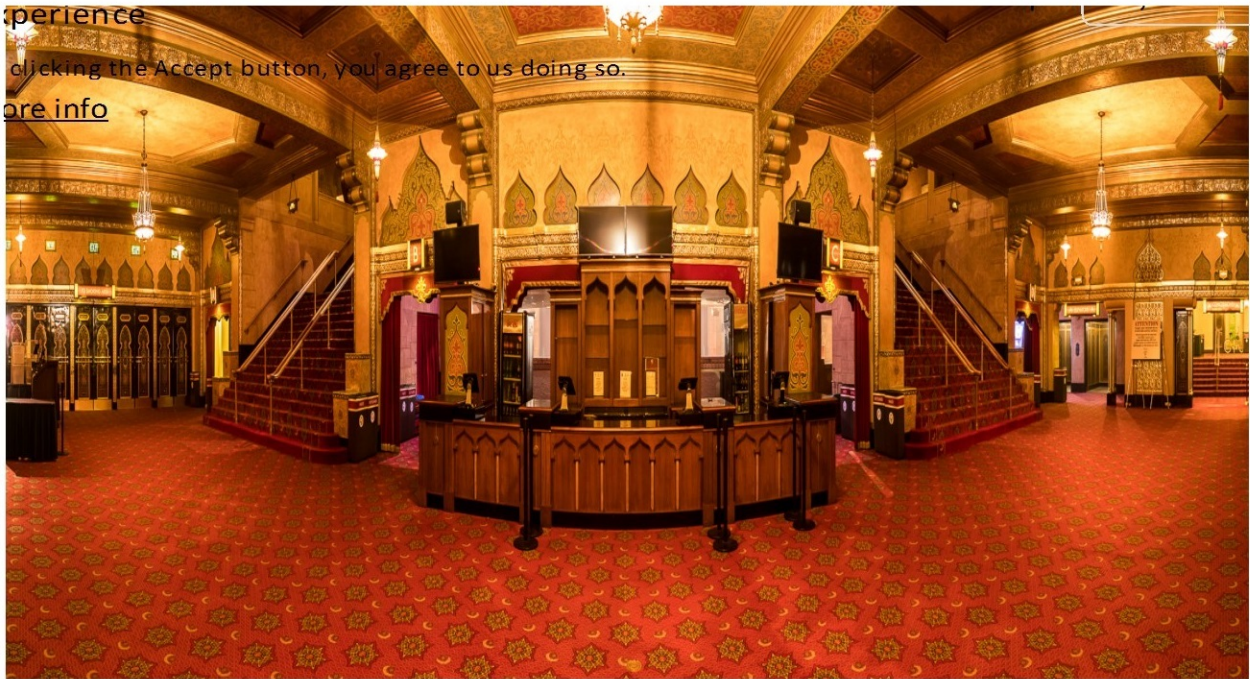


We are pleased to submit Atlanta's Fox Theatre and its recently opened Marquee Club Presented by Lexus, which is a perfect complement to the Fox's overall design and architecture. Expanding upon its footprint, the Fox Theatre has revitalized 10,000 square feet of vacant retail space in the northwest corner of the building to house the aforementioned Marquee Club.

perience

clicking the Accept button, you agree to us doing so.

[ore info](#)



We are pleased to submit Atlanta's Fox Theatre and its recently opened Marquee Club Presented by Lexus, which is a perfect complement to the Fox's overall design and architecture. Expanding upon its footprint, the Fox Theatre has revitalized 10,000 square feet of vacant retail space in the northwest corner of the building to house the aforementioned Marquee Club.

The \$10 million expansion included restoring the original historic exterior storefront, arcade walls and arcade terrace from the original 1929 building. A historic venue and protected landmark, Fox Theatre leadership selected Lord Aeck Sargent (LAS), a preeminent historical preservation design firm to lead the architectural planning.

Inspired by a Middle Eastern courtyard, the space borrows Moorish, Arabic, Art Nouveau and Art Deco architectural influences from the historic Fox Theatre. Sharing from the Fox Theatre aesthetic are its opulence with the rich jewel tones, deep reds, peacock blues, and gold, with an intelligent nod to the theatre's iconic starry sky with star designs lining the bar and complex fretwork pattern of the wood trim. Also a guest delight - the mezzanine's ceiling is painted with the colors of the night sky, a homage to the Fox Theatre's starry sky as well.

The rooftop harkens back to the themes of Middle Eastern courtyard with teals and orange seating throughout. Utilizing brickwork that seamlessly mixes the original 1929 brick with the recent additions, the rooftop has three different environments, which include a glass encased conservatory, patio-covered arcade terrace and the fully outdoor rooftop terrace. Still in progress is a unique and soon-to-be signature fire and water feature in the northwest corner of the rooftop terrace, all of which overlooks Atlanta's famed Peachtree street.

Lord Aeck Sargent contact: Jennifer Garrett